Bus. Adm.

INDEX TO JOURNAL OF RETAILING

VOLUMES 5 AND 6

April, 1929—January, 1931

By AUTHORS		*Issue and Page*
Bartlett, H. C.	The Human Interest Angle in Retail Advertising	Apr. '30— 12
Braunschweiger, Theodore H.	Purchase Control	Oct. '29— 19
Burnshaw, Stanley	The Status of Advertising Typography	July '29— 11
Butler, William E.	Unit Packing	July '30— 52
Coons, Sheldon R.	The Application of Unit-Control Records	Jan. '31— 97
Edwards, Charles M., Jr.	Comparative Prices	Oct. '30— 76
Garver, Paul	The Combination Man	Apr. '30— 15
Glaccum, William A.	Selection of a Basic Stock Assortment	Oct. '30— 3
Goates, Floyd W.	The Minimum Control System of Unit Merchandising	July '29— 18
Haims, Samuel J.	Merchandising the Basement Store	Jan. '30—105
Hanssen, Hertha I.	The Comparison Department and Its Function in Retailing	Jan. '30— 7
Hazen, Lee C.	The Central Buying Experiment	Apr. '29— 10
Hoving, Walter	More Science in Merchandising	Oct. '29— 3
Hudgins, Houlder	The Theory of Expense Proration	July '30— 3
Kasanof, David R.	Statistical Analysis in Relation to Stock Turnover	Apr. '30— 3
Kleeman, Moselle	Do You Advertise on the Right Day?	Jan. '30—109
MacLeod, O. C.	Merchandising Through Windows	Oct. '29— 15
Miller, B. Franklin	The Weather and Sales Promotions	Apr. '29— 16
Murphy, P. E.	Six Advertising Shoals	July '30— 47
Rice, Albert S.	The Economic and Psychological Background of Stock Turnover	July '29— 3
Robinson, O. P.	Labor Turnover in New York Metropolitan Stores	Oct. '30— 88

Robinson, O. P.	Salesmanship Training	Apr. '30— 21
Robinson, O. P.	Training in Color	Jan. '30— 26
Salzberger, H. X.	Budgeting Sales and Stocks in Units	Oct. '30— 70
Schaller, Elmer O.	Nature of Financial Combinations in Retailing	Jan. '30— 22
Schaller, Elmer O.	Retail Trade in 1928	Apr. '29— 25
Schaller, Elmer O.	Retail Trade in 1929	Apr. '30— 16
Schaller, Elmer O.	Revised Computation of Stock Turnover	Oct. '30— 81
Schaller, Elmer O.	Revision of Retail Downward vs. Markdowns	Jan. '31—113
Schaller, Elmer O.	Treatment of Overages in the Retail Method of Inventory	Apr. '30— 19
Shames, Frank J.	Stores Using the Retail Method of Inventory	Oct. '30— 84
Shecter, Louis A.	Give Men Advertising That Sparkles	Jan. '30— 16
Smith, Charles M.	Coöperative Education in Retailing	Jan. '30— 3
Sykes, Gertrude H.	The Department Store in Current Literature	Apr. '29— 21
Taylor, Charles G.	Saying "No" to Salesmen	July '29— 6
Walker, Forrest Q.	The Application of Economics to Retail Problems	Apr. '29— 3
Wingate, Isabel B.	Acetate Rayon	Jan. '31—119
Wingate, Isabel B.	The Case Method in Teaching Personnel Management	July '29— 26
Wingate, Isabel B.	Training from the Viewpoint of Other Departments	Apr. '29— 27
Wingate, John W.	An "All-American" Department Store	Jan. '31—102
Wingate, John W.	Can One Store Consistently Undersell Competitors?	July '30— 50
Wingate, John W.	Problems in the Control of Staple Stocks	July '30— 43
Wingate, John W.	The Stock Market and Retail Trade	Jan. '30— 10
Zelomek, A. W.	The Deflation in Commodity Prices and the Merchant	Apr. '30— 8

J

SUBJECT INDEX

Issue and Page

Acetate rayon, meaning of term, Jan. '31—119
Advertising, days of, Jan. '31—109
  human interest angle, Apr. '30—12
  "Reach for a Lucky Instead of a Sweet," Apr. '29—23
  shoals of, July '30—47
  sparkling advertising, Jan. '30—16
  typography, status of, July '29—11
  under fire, July '29—15
"All-American" department store, Jan. '31—102
Alteration room, Jan. '30—21
Amos Parrish Clinic, Oct. '29—18
Analysis, unit-control records, Oct. '29—9

Basement store, merchandising of, Jan. '31—105
Basic stock assortment, Oct. '30—3
Brand duplication, Oct. '29—13
Budgeting stock and sales, Oct. '30—70

Case method in teaching personnel management, July '29—26
Census of distribution 1930, Oct. '30—87, Oct. '29—23
Central buying, advantages, Apr. '29—13
  objections to, Apr. '29—13
  staples, Apr. '29—11
  style goods, Apr. '29—12
Chain stores, growth, July '29—30
Color, training in, Jan. '30—26
Combination man, Apr. '30—15
Comparative prices, Oct. '30—76
Comparison department, function of, Jan. '30—7
Competition, underselling consistently, July '30—50
Consumer demand, limitations on, Jan. '30—19
Control of purchases, Oct. '29—19
Cost codes, Oct. '30—85
Customer demand, price adjustment to, Apr. '29—7

Deflation of commodity prices and the merchant, Apr. '30—8
Department store, place in current fiction, Apr. '29—21
Drug department, private brands, Oct. '30—73

Economics, application to retail problems, Apr. '29—3
Education, coöperative in retailing, Jan. '30—3
Expense proration, July '30—3

Issue and Page

Expenses, 1928, July '29—24

Human interest in advertising, Apr. '30—12

Labels—"Part-Wool," July '29—17
Labor turnover in New York metropolitan stores, Oct. '30—88
Location, factors, Oct. '30—91
Loss leaders, Oct. '29—31
Lower average sale, Jan. '31—124

Mail-order business, decline of, Jan. '31—108
Markdowns, reasons for, July '29—25
Markdowns vs. revision of retail downward, Jan. '31—113
Markup, increase of, Jan. '31—117
  relation to volume, Apr. '29—14
Merchandise returns, Apr. 29—31
  science in, Oct. '29—3
Merchandising basement store, Jan. '31—105
  through windows, Oct. '29—15

National brands, Apr. '29—5
New profits today and tomorrow, Oct. '30—94
New York market and the buyer, Apr. '30—11

Open-to-buy, problem in, July '29—8
Outstanding departments, Jan. '31—102
Overages, treatment of in retail method of inventory, Apr. '30—16

Personnel, case method of teaching, July '29—26
  distribution of, Oct. '29—26
  new studies in, Jan. '31—121
Prices, adjustment to customer demand, Apr. '29—7
  deflation of, Apr. '30—8
Private brands, drug department, Oct. '30—73
Profit, figures of, Jan. '30—25
Proration of expense, July '30—3
Purchase control, Oct. '29—19
Purchasing agents, retailers as, Apr. '29—6

Rayon-Acetate, meaning of item, Jan. '31—119
Reports, unit control, Oct. '29—9
Retail method of inventory, overages, Apr. '30—16
  method of inventory, stores using, Oct. '30—84
  trade and stock market, Jan. '30—10
  trade in 1928, Apr. '29—25
  trade in 1929, Apr. '30—16

Issue and Page

Retailing, coöperative education in, Jan. '30—3
financial combination in, Jan '30—22
in universities, Oct. '29—27
Revision of retail downwards vs. markdowns, Jan. '31—113

Sales, budgeting of, Oct. '30—70
estimates of total retail, Apr. '30—28
lowering of average amount, Jan. '31—124
promotion weather, Apr. '29—16
Salesmanship training, Apr. '30—21
Salesmen, saying "no" to, July '29—6
Science in merchandising, Oct. '29—3
Service to customers, evaluation of, Oct. '29—24
Shoe department, stock analysis, July '29—9
Staple stock, control of, July '30—43
Statistical analysis in relation to stock turnover, Apr. '30—3
Statistics, expense, 1928, July '29—24
merchandising, July '29—22
retail trade in 1928, Apr. '29—25
retail trade in 1929, Apr. '30—16
total sales estimates, Apr. '30—28
Stock analysis for a shoe department, July '29—9
Stock market and retail trade, Jan. '30—10
Stock-sales ratios for fall season, Oct. '29—19
Stock turnover, economic and psychological background, July '29—3
revised computation of, Oct. '30—81
statistical analysis in relation to, Apr. '30—3
Stocks, budgeting of, Oct. '30—70
Store location, factors, Oct. '30—91

Training in color, Jan. '30—26
from viewpoint of other departments, Apr. '29—27
salesmanship, Apr. '30—21
supervisors, instruction to, Apr. '30—24
Trends, business analysis of, Apr. '29—9

Underselling competitors, July '30—50
Unit-control analysis and reports secured, Oct. '29—9
application of records, Jan. '31—97
basic stock assortment, Oct. '30—3
budgeting stocks and sales, Oct. '30—70
minimum system, July '29—18
staple stocks, July '30—43
Unit packing, July '30—52

Volume, relation to markup, Apr. '29—14

Weather, sales promotion, Apr. '29—16
Welfare director, Jan. '30—28
Wholesalers, July '29—31
Windows, merchandising through, Oct. '29—15